



MATWATCH

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VOL. 4, NO. 24

JUNE 17-23

Homes Up, Rating Ties Second-Lowest

CLASH XV: THE GOOD AND BAD OF KNOCKSVILLE

"People are simply BASHed, CLASHed and MANIAed out on TV and... perhaps this CLASH was perceived as 'just one more special' in a long line of 'supercards' which are increasingly hard to sell as super.

---MATWATCH, June 19, 1989

KNOXVILLE TN---One can picture the TBS office when the Nielsen ratings arrived Thursday afternoon.

"I have good news and bad news" could have been the All-Cliche Team nominee in the building.

The good news: *KNOCKSVILLE, U.S.A.*, the 15th stanza in the four years of *CLASH OF THE CHAMPIONS*, was seen in 2.22 million homes, almost equalling the 2.23 million for last June's *COASTAL CRUSH*.

Challenged by what became the final game of the NBA Championship Series on NBC and a strong made-for-cable first-run movie on USA, the homes figure is impressive.

The bad news: the 3.9 rating for *KNOCKSVILLE* was well below the hoped for 4.5-5.0 from WCW insiders just days before the special. The rating matched the February *DIXIE DYNAMITE* as the second lowest-rated *CLASH* ever.

The 6.7 per cent share of audience was the third lowest of any *CLASH*; however it was up markedly from the all-time low 5.8 share of *DYNAMITE*.

A study of quarter-hour breakdowns of the Tennessee special partially supports theories of NBA damage to *CLASH* but one cannot be conclusive as to how many basketball viewers were wrestling fans or VCR users.

The show began with a 3.1 rating and 6.2 share at 8:05 (EDT), up slightly from the 2.9 of the February show. That figure peaked at 4.2/7.6 at 8:45 (with the Sting-Nikita Koloff match in progress).

From there, until the final 20 minutes (during most of the Ric Flair-Bobby Eaton main event) when the Bulls-Lakers finale was at halftime, things sank.

CLASH BY QUARTERS

8:05	3.1/6.2	9:15	3.7/6.2
8:15	3.7/7.2	9:30	3.9/6.3
8:30	4.0/7.6	9:45	3.9/6.3
8:45	4.2/7.6	10:00	3.7/6.0
9:00	4.1/7.0	10:15	4.3/7.0

While the broadcast never dipped below a 3.7/6 (during the Steve Austin-Joey Maggs prelim), it could only muster a 4.3/7 for the Flair-Eaton main event (though in 2.46 million homes), down 11% from the 4.8/7.4 for Flair-Scott Steiner in February and off 20% from the 5.4 for the Flair-Junkyard Dog finale of last year's *CRUSH* (see bottom box for past ratings on main events for June *CLASHes*).

Interestingly, the USA cablepic, *SWEET POISON*, began at 9 p.m. trailing the *CLASH* but gaining momentum and surpassing wrestling by 9:45 and outpointing Flair-Eaton 4.6 to 4.3 head-to-head. Two years ago, USA premiered its first made-for-cable flick opposite *GUTS & GLORY* and it

proved effective adult and female counterprogramming.

For the record, the NBA finale drew a national 19.7 rating (18.4 million homes, 53.4 million viewers), the second highest rating and audience ever for an NBA game. The USA movie finished with a 4.1/6.6 but head-to-head with *KNOCKSVILLE* from 9-10:30, wrestling and the flick ended in a dead heat at 3.8.

ANALYSIS

WCW boss Jim Herd was out of his office Thursday and Friday but a few WCW people I've spoken were pleased with the numbers in light of the NBA title game. There is at least some validity to the NBA's effect. *KNOCKSVILLE* surely would have eclipsed a 4.0 if some crossover hoop/ring viewers had not chosen Michael Jordan over Lex Luger. But not by far.

From this viewpoint, the Bulls-Lakers were at halftime during most of Flair vs. Eaton and it would have been a perfect pullaway point for MATWATCHers from NBC. Flair-Eaton's 4.3 was the lowest-rated topline for any *CLASH* and it wasn't all the NBA's fault. In no small part, the match was strictly a hardcore's main event and much as I admire Bobby's talent, he is not a strong enough name pull in singles to skyrocket ratings. And unpopular this view may be, every passing year dilutes Flair as "the franchise," though he can still elevate a TBS finale.

All of that aside, I think several factors have to be considered as to why two straight *CLASHes* have finished under a 4 and few of them are original:

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JUNE CLASH MAIN EVENTS

Dusty Rhodes/Sting vs. Blanchard/Arn Anderson (1988), 5.8/9.4 (2.82 million homes).

Flair vs. JYD (1990), 5.4/9 (2.94 million).

Steamboat vs. Funk (1989), 4.5/8 (2.2 million).

Flair vs. Eaton (1991), 4.3/7 (2.46 million).

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CLASH VS. USA MOVIE

	CLASH	USA MOVIE
9:00	4.1/7.0	2.9/4.9
9:15	3.7/6.2	3.0/4.9
9:30	3.9/6.3	3.6/5.8
9:45	3.9/6.3	4.0/6.5
10:00	3.7/6.0	4.4/7.0
10:15	4.3/7.0	4.6/7.5

(Continued from Page 1)

☐ **LOW WEEKLY RATINGS:** Two of the WCW shows best suited to sell a big audience for a *CLASH* drew their lowest ratings of 1991 the weekend before. *POWER HOUR* (1.3) and *WORLD CHAMPIONSHIP* (an embarrassing 1.6) were not packing them in for the hype and this wasn't a one-week aberration. WCW shows are now on a nine-week downward ratings spiral with the once-mighty Saturday night show having fallen below a 2 rating four times during that period.

☐ **CLASH OF THE OLD AND NEW:** So many new characters have been introduced and are in such contrast to the traditional WCW/NWA favorites that viewers are either in confusion or transition over whether they can adjust to some of the WWF-like performers.

☐ **VIEWER BURNOUT:** This is nothing new. These specials simply are not special any more and announcers have to stop acknowledging them as "the greatest of all-time." These shows are highly profitable but would likely draw bigger numbers if TBS cut back to two a year.

☐ **IT'S OVER:** I've had some colleagues to suggest this and I'm not ready to accept it. It's a vast overstatement to suggest WCW as dead when 2.22 million homes (5.12 million viewers) tune in a *CLASH* in the face of massive competition. Plus, as the number of homes in TBS' viewing universe (57.2 million vs. 47.8 three years ago) grows, the ability to score a 4.5 rating will become tougher.

However, from a television analyst's view, this card was far more loaded on paper than last year's Flair vs. Junkyard Dog-led effort. And from here, the view is the sharp decline in interest in the weekly shows is far more than cyclical and not simply incidental to the success in drawing a *CLASH* audience.

After nearly six months at the helm, it's time for Dusty Rhodes' cast to show upward mobility---otherwise the ratings credentials of ex-bookers Ric Flair and, heaven forbid, Ole Anderson continue to look far more golden.

Pinfall Profile

CLASH: THE TV SHOW

Aside from a couple of directorial fluffs, you couldn't fault the production. Jim Ross and Tony Schiavone are probably the two best in the business at what they do. The Steiner Brothers again showed why they are the currently the top act in WCW.

I truly wanted to like *KNOCKSVILLE, U.S.A.* Some of it, I did, as you'll see below. And I agree with many MATWATCHers who called to point out more good points than bad. But WCW (just as the WWF on its *WRESTLEMANIAS*) badly needs to learn "less is more," though many in the office hate to hear us harp on it (last year after my review of *COASTAL CRUSH*, a WCW insider left a terse message on my answering machine that "you don't know anything about wrestling, you don't know anything about journalism and you don't know anything about television...and frankly, I think you're very unprofessional." To that, I retort with Edward R. Murrow's favorite answer, "You may be right.")

WCW has saddled itself in a pattern of believing it has to cram every performer on every special. I've been told by some in the office it's "for business reasons." Maybe so, but my perspective is the best business is providing the best possible show. That can't be

done with 11 matches on a 2 1/2-hour show, plus three or four angles. It's like going house-hunting and looking at 15 homes in one day and not being able to remember anything distinctive about any of them.

Here are my three biggest creative criticisms: 1) if you're going to promise a Ric Flair and a Bobby Eaton two-out-of-three falls, for goodness sakes, give them at least 25-30 minutes (as had been the plan), as opposed to a rushed 14:28; 2) if you're attempting to build Lex Luger vs. Keiji Mutoh as the grand showdown between the two top contenders in the world (and if you're trying to build Luger for a title win July 14), don't give me a 2:54 match. This one sorely needed 16-18 minutes and a strong video backgrounder to precede it. Give me impact. Instead, it was hurry up and let's get home; 3) cut the *CLASH* specials to seven or eight matches so the first two errors don't occur. The P.N. News-Johnny B. Badd angle could have gone on the weekend show as could at least three of the lesser matches. Also, where was the explanation on why Veronica was suddenly replaced by Lady Blossom (Jeannie Clarke)?

Positives: the "Knocksville Notes" trading-card info graphics are the best in the business and were handled much better here than at *STARRCADE*, when ring intros were so fast, several graphics trailed competitors' entrances.

Second, each to his or her own opinion but I hope I don't read someone say Ross and Schiavone were trying too hard to get themselves over, as they were accused by a few on the *WCW/NEW JAPAN SUPERSHOW*. Jim and Tony worked solidly and---while in modern wrestling television, a heel adds strong counterpoint---the two WCW mike veterans complemented each other well, much as the old NBC Vin Scully-Joe Garagiola baseball telecasts. Tony adapted to an analyst role without inching too closely into play-by-play and Ross was his usual quality Ross. I've heard of no one who missed Dusty Rhodes. With Paul E. Dangerously in such a heavy angle, he could not have played heel third man in the booth well and there is no other WCW villain who could have done it for 2 1/2 hours. This is where a Terry Funk or a Jim Cornette is sorely missed.

The *COMING ATTRACTIONS* bumpers were well-produced in an unintruding effort to reinforce the new Rhodes characters without being overbearing. And Paul's *DANGER ZONE* was perhaps the second best of his career (next to the night Ric Flair fired him), well-shot and well-orchestrated. Unfortunately, with so much hardcore resentment toward Jason Hervey, Heyman may well wind up the top babyface in the entire promotion after creaming Hervey with his telephone.

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JUNE CLASH BY THE NUMBERS

1. MIAMI MAYHEM (1988)	4.6/7.8	2.17 million
2. COASTAL CRUSH (1990)	4.1/7.5	2.23 million
3. KNOCKSVILLE, USA (1991)	3.9/6.7	2.22 million
4. GUTS & GLORY (1989)	3.8/6.6	1.90 million

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VIDIOTS

June 10-16

(WCW/CLASH XV) - [6-MAN]

Young Pistols/Tom Zenk d.

Freebirds/Badstreet w. triple sunset flip (6:00); Oz d. Johnny Rich w. helicopter (1:30); Dan Spivey d. Big Josh w. belly-to-back suplex after Kevin Sullivan creams Josh w. crutch (2:49); [DANGER ZONE] Paul E. Dangerously lampoons Jason Hervey-Missy Hyatt love connection, then coldcocks Jason w. phone; Dustin Rhodes d. Terrence Taylor by DQ (4:32) when Curtis Hughes hits Dustin; Ricky Morton joins in attack until Josh saves w. ax-handle; Sting d. Nikita Koloff w. schoolboy (9:33); (ANGLE) P.N. News insulted by Johnny B. Badd, so P.N.N. shoves him; (LOSER LEAVES WCW) Barry Windham/Arn Anderson d. Brian Pillman/El Gigante (4:07) when Barry kicks Brian in face. Brian leaves to become Yellow Dog; (IWGP WORLD TAG TITLE) Steiners d. Hiroshi Hase/Masa Chono w. Frankensteiner to retain belts but Dick Murdoch/Dick Slater run in, beat up both teams; Lex Luger d. Great Muta (2:54) w. powerslam; Steve Austin d. Joey Maggs (:23); (ANGLE) Sting greets Sting kid lookalike, Koloff ambushes him w. chain; (ANGLE) Morton announced as newest York Foundation member. Robert Gibson arrives to try to talk Ricky out of it & Ricky decks Robert; (WCW WORLD TITLE) Ric Flair d. Bobby Eaton 2-3 falls to retain belt (14:28). DRAW-PLUS.

(UWF FURY) - Joshua Bengurion d. Hog Calhoun; Chris Michaels/Tom Brandi d. The Beast/Capt. Bad; (CAPT. LOU'S CORNER) Bam Bam Bigelow on loss to Steve Williams; Wet & Wild d. Messenger/Donahue; (ASK THE WRESTLERS) Col. DeBeers on why he wears eyepatch on wrong eye; (2/91) Paul Orndorff d. Williams by DQ when Steve hits ref; Power Twins d. Cash Jackson/Soul Train Phillips; (2/91) B. Brian Blair d. Mike Williams. BOMB.

(ALL-JAPAN) - [5/27]: Dan Kroffat/Doug Furnas d. Tsuyoshi Kikuchi/Toshiaki Kawada; (NEWS) Mike Golden d. Isamu Teranishi; Steve Williams/Terry Gordy d. Kenta Kobashi/Mitsuhara Misawa; (6-MAN) Abdullah the Butcher/Giant Kimala I & II d. Jumbo Tsuruta/Akira Taue/Masanobu Fuchi. POWERSLAM.

(NEW JAPAN) - [6/1]: (WRESTLER VS. KICKBOXER) Shinya Mashimoto d. Randy Thornton; (IWGP WORLD TAG TEAM TITLE) Steiner Brothers d. Hiroshi Hase/Kensuke Sasaki to retain belts; (IWGP WORLD HWT. TITLE) Tatsumi Fujinami d. Masa Chono to retain belt; Scott Norton d. Big Van Vader by countout. POWERSLAM.

(CHICAGO CHAMPIONSHIP) - [6/3]: {6-MAN}: Tony DeVito/Mike Sampson/Zebra Kid vs. Max Dencity/Jim Holliday/Mike Sommers ends in progress of 3rd fall; (COMEDY SPOTS) 1. DeVito visited by "Hulk Hogan" to talk about his "Hulk-a-Dump" and borrow a snake from DeVito; 2. DeVito shows clip from his "latest movie" TRUTH I SWEAR. RESTHOLD...for comedy.

[6/10]: DeVito/Zebra Kid d. Tim Mahoney/Curly Rich; (COMEDY SPOTS) 1. The Devil offers to make Tony famous in return for his soul. 2. Dan Quayle visits Tony & the veep cuts off his hand trying to clear clippings under a mower before cutting off the motor. 3. Tony's mom berates him. RESTHOLD.

(LPWA) - Bad, Black & Beautiful d. Alma Alvarez/Cheryl Day; Medusa Miceli d. LaGata, throws water on Billy Anderson; Terri Power d. Comrade Orga; Lady X d. Desiree Peterson; Queen's Court d. Misty Blue Simmes/Allison Royal; (LOUISVILLE SLUGGER) Jim Cornette insults Bambi for being so happy. RESTHOLD-PLUS.

(USWA/SYN) - [CHALLENGE]: Terry Daniels d. Big Van Johnson; Jeff Jarrett/Robert Fuller d. Master Blaster/Tex Salenger;

(TX TITLE) Bill Dundee d. Tom Prichard to win belt; (8-MAN) Gary Young/Daniels/Jarrett/Dundee d. Salenger/Prichard/Blaster/Mascara del Fuego. RESTHOLD-PLUS.

[BEST OF CHAMPIONSHIP]: Tony Anthony d. Freezer Thompson; Texas Ranger d. Gary Scott; Gilbert Brothers d. Chris Frazier/Scorpion; (ANGLE) Fuller ambushed by Salenger/Blaster, posted & juices until Gilberts save; (6-MAN) Blaster/Salenger/Prichard d. Dundee/Chris Candido/Ben Jordan. RESTHOLD.

(USWA/ESPN) - [TX WOMEN'S TITLE] Sweet Georgia Brown d. Sweet Sherri to keep belt; Eric Embry/Boogeyman d. Terry Garvin/Gary Young when Eric's feet on ropes but when Bill Dundee tries to tell ref, Eric/Boogey/Pistolero attack him; (TN STREET FIGHT) Jeff Jarrett/Robert Fuller d. Steve Austin/Tom Prichard; (USWA VS. TX TITLE/CAGE) Jerry Lawler d. Embry to win both belts when Jarrett creams Eric w. Tojo's briefcase. RESTHOLD.

(WINDY CITY) - [6/7]: (WCW LADIES TITLE): Awesome Ony Austin d. L.A. Starr to regain belt but Starr steals belt after; Russian Brute d. Curly Rich. RESTHOLD.

[6/14]: Untouchables double countout vs. Maxx Brothers; (SEG) Angelo & Lanny Poffo vow to wipe out Ken Patera. BOMB-PLUS.

(PRO WRESTLING '91) - Chris Walker/Fabian d. Avengers; (5-STAR) Angel of Death d. Cliff Long; (CLASSIC/CALGARY) Jim Neidhart d. Brian Gay; Mad Dog Joe double countout vs. Festus; (INTL/JAPAN) Tatsumi Fujinami d. Alaskan Jay York; Joel Deaton d. Steve Lawler by DQ when Nick Busich runs in, Brute Force holds dressing room closed to stop save until Billy Black saves (turns face). RESTHOLD.

(AWA: LOOKING BACK) - (1982) Tony Atlas d. Billy Robinson; (1985) Sgt. Slaughter d. Masa Saito; (1985/AWA WORLD TITLE) Curt Hennig d. Stan Hansen by DQ. Hansen retains belt; (1983) Hulk Hogan d. David Schultz by DQ. DRAW-PLUS.

(LUCHA LIBRE) - (CMLL WORLD HWT. TOURNEY SEMIFINALS) 1. Cien Caras d. Nitron; 2. Konnan el Barbaro d. El Rayo de Jalisco Jr.; (CONSOLATION) Jalisco d. Nitron by DQ when Casanova el Vampiro Canadiane runs in; Oro/Plata/Platino d. El Septiembre Negro Jr./El Guerrero de la Muerte/El Angel de la Muerte 2-3 by triple countout in 3rd fall; Tiburon/El Misterioso/La Mano Negra d. Herodes/Gargola el Sultan/Hussein el Gran Sheick 2-3; Kung Fu/El Satanico/Pierroth Jr. d. Kato Kung Lee 1/El Dandy/Le Fiera 2-3 on 3rd fall countout; Sangre Chicana/Octagon/Lizmark d. Candiense/Fabuloso Blondy/Mascara Ano Dos Mil 2-3 on Blondy DQ in 3rd fall. Big brawl after. RESTHOLD-PLUS.

(IWCCW) - [IWCCW TITLE] Tony Atlas d. Vic Steamboat to regain belt. BOMB-PLUS.

(WWF/USA) - [PRIME TIME]: (ANGLE) Davey Boy Smith says Winston is missing; Warlord double countout vs. Jim Duggan, who spansks Slick; (UPDATE) Andre injured by Earthquake; Jake Roberts d. Brooklyn Brawler; (GUESTS) Mr. Fuji & Berserker, who throws Jamieson off roof in Viking ceremony; I.R. Schyster d. Rob Allen; Jimmy Snuka d. Bob Bradley; (GUESTS) Jimmy Hart/Mountie, who view clip of Sean Mooney takes poll that Bossman is "law and order" of WWF. Hart locks self in cell; Bossman d. Al Burke; Power & Glory double countout vs. Orient Express; (ALPO-CAM/HYDRANT-CAM) Shows Heenan stealing Winston & stuff-

SCALE: PINFALL! -
Must See. PILEDRIVER
Excellent. POWERSLAM -
Good. DRAW - Average.
RESTHOLD - Fair. BOMB -
Poor. PLUS - Midscale.

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ing him in dog pound van; (BARBER SHOP) Brutus Beefcake w. Legion of Doom; Sgt. Slaughter d. Greg Valentine w. Adnan's helmet; Rockers d. Tom Stone/Tom Bennett; Ted DiBiase d. Dave Sigfritts; (FINALE) Davey Boy captures Heenan w. net & stuffs Brain in pound van. RESTHOLD-PLUS.

(WWF/SYN) - [CHALLENGE]: Bossman d. Mark Ming; P&G d. Mike Sampson/Bradley; Ricky Steamboat d. Sharkey; Schyster d. Allen; Warlord d. Mike Williams; O Ex d. Brian Costello/Dan Johnson; (BARBER SHOP) Brutus Beefcake w. L.O.D. RESTHOLD. [SUPERSTARS]: Bret Hart d. Lou Spiccoli; (UPDATE) Andre-'Quake folo; DiBiase d. Larry Luden; Mountie d. Stephan DeLeon; Duggan d. Black Knight; (FUNERAL PARLOR) Curt Hennig announces The Coach (John Tolos); (6-MAN) 'Quake/Nasty Boys d. Tugboat/Bushwhackers when Tug turns & splashes Butch; Col. Mustafa d. Matthew Burns. RESTHOLD-PLUS.

(UIW) - Max Thrasher d. Corey Roberts; Neal Superior d. Ed Hall; Golden Phoenix d. Beachboy Vinnie Young; Steve Valentino d. Black Ranger; Sledgehammer McGill/Mr. Bojangles d. Warpig/Harley Watkins when Sonny Steel mistakenly hits Harley w. briefcase; Rasta the Voodoomon d. Reggie Royce; Killerhit Kirk Dredd d. Axl Rotten on reversal when A.J. Fritzoid runs in & gets knucks away from Axl. RESTHOLD-PLUS.

(AAWF) - Kenny Arden/Jamie Kyle d. Ricky Douglas/Jeff McCoy w. help from Ronald P. Gossett IV; Dr. Love/Dave Michaels d. Punisher/Big Hoss but Arden/Kyle run in. BOMB.

(USWA/WMC) - Samu/Judge Dread d. T.D. Steel/Frazier; Ta-Gar d. Randy Johnson but Dundee chairs Ta-Gar for not releasing claw; Jerry Lawler d. Salenger; (ANGLE) Embry shows clip of Leatherface from "Texas Chainsaw Massacre" but Lawler chases Eric w. chair; (PIPKIN) Anthony d. Prichard by DQ when Miss TX runs in & catfights w. Kim Anthony; Anthony d. Scorpion; Pez Whatley d. Bobby Jones; (ANGLE) Miss TX nags Pez, Kim ambushes her until Embry shows but Eddie Marlin separates them; (KICKBOXER V. WRESTLER) Dong Cha Mang d. Frazier; Dundee/Doug Gilbert d. Candido/Carl Stiles; (PIPKIN) Stiles/Embry d. Gilberts when Miss TX sprays Eddie w. hair spray. RESTHOLD-PLUS.

(WCW/SYN) - [WORLD WIDE]: Windham d. Greg Sawyer, then Pillman challenges Barry from crowd and El Gigante holds him back; Steiners d. Chuck Coates/Jim Boss; P.N.N. d. Hacksaw Higgins; Rhodes d. Tim Frye; (WCW PRO) 8-man leading to Koloff-Sting brawl; (VIDEO) Desperados (see POWER HOUR); Danny Spivey d. Jamie McKinnon; Ric Flair d. Johnny Meadows. RESTHOLD. [WCW PRO]: Steiners d. Higgins/Mike Thor; Eaton d. Coates; P.N.N. d. Mark Kyle; (LARRY'S LEGENDS) Big Daddy Dink/Dallas Page; Rhodes d. Doug Gilbert; One-Man Gang d. Ian Weston; Sting d. Frye then challenges Koloff. El/P.N.N. toss Nikita in, Rich joins as lumberjack & Sting pastes Koloff until heels arrive for 8-way; Windham d. Rob Morgan, then shoves Pillman (in crowd). Brian has to be held back. RESTHOLD-PLUS.

(WCW/TBS) - [POWER HOUR]: Pistols d. Boss/Doug Vines; Stan Hansen d. McKinnon; Morton d. Jeff Sword; P.N.N. d. Sgt. Buddy Lee Parker; (WNN) Gordon Solie on El-Gang, Sting-Koloff; (VIDEO) DESPERADOS: Dutch, Bart argue over why they are in WCW, Randy bashed with whiskey bottles in saloon; (8-MAN) Flair/Windham/Koloff/Gang no contest vs. El/Sting/Pillman/Rich when Nikita chains Sting during intros. P.N.N. subs but Sting revives to brawl w. Koloff. DRAW.

[WORLD CHAMPIONSHIP]: Primarily Ross recapping CLASH matches; (OTHERS) Zenk d. Randy Barber; (6-MAN) Pistols/Rhodes d. Freebirds/Badstreet by DQ when Morton runs in. RESTHOLD. [MAIN EVENT]: (BASH '90) Luger d. Mark Callous; Hughes d. Morgan; Morton/Taylor d. Pistols w. Hughes' help.

LINES OF THE WEEK

1. Vince McMahon/Randy Savage, WWF-SU: (V) "I'm not sure if Lou Spiccoli's a father." (RS) "He had his chance but he wrestled the Hitman." 2. Bobby Heenan, PTW: "Superfly---sounds like a guy with a big zipper." 3. Heenan, PTW, on woman's dress: "Obviously, some hotel's missing a shower curtain." 4. Hawk, PTW, on Nasty Boys: "That's like comparing the little yellow brick road to the highway to hell." 5. Brutus Beefcake, PTW: "The only thing nasty about those two guys (Nasties) are their body odor and their breath." 6. Jim Neidhart, PTW, on Rockers: "I can't tell which one's Laverne and which one's Shirley." 7. Richard Morton, CLASH XV, on decking Robert Gibson: "I've been waiting 10 years to do this." 8. Piper, WWF-SU: "Somebody needs to tell Sherri you don't shave your legs with your nylons on." 9. Ed Zohn, UIW, on Steve Valentino: "Those pink tights remind me of an Easter egg." 10. Berserker, PTW: "You can lay on them tanning beds but I lay on icebergs." 11. Heenan, PTW, on Fuji: "I'm gonna kick him right on his asterisk." 12. Michael St. John, USWA: "I'm glad there's only one Dr. Tom Prichard." 13. Prichard/St. John, USWA: (TP) "I'm wanted dead or alive everywhere I go." (MSJ) "Been skipping out on traffic tickets again?" 14. Zohn, UIW: "Max Thrasher said he wouldn't wrestle again until he got more money...and we're not talking Home Shopping Network." 15. Piper/Savage, WWF-SU: (RP) "We're talking therapy here." (RS) "Is that a new team coming into the WWF...the Therapy Brothers?" 16. Jerry Lawler, WMC, on Leatherface: "I ain't scared of nobody with a Halloween mask." 17. Diamond D. Page, WCW PRO, on Lex Luger: "He's got the second best body in WCW." 18. Norman, SAT. NIGHT AT RINGSIDE, on Golden Idol: "The Golden Piddle is more like it. The guy's big and fat, eats too much and talks too much. He's got a 70-pound tongue." 19. Bill Irwin, SNR, on Idol: "Is he anywhere close to Skandor Akbar? Is he anywhere close to Gary Hart or even Kevin Sullivan? He's a punk that's been in the business two months."

STRONGEST COMMENTS - 1. Paul E., CLASH, to Hervey: "If you have a new car, new house, if everything you've got is new, how come your girlfriend is used merchandise?" 2. Prichard, WMC: "Everyone in Tennessee is a liar. Everyone in Tennessee is a pig."

QUESTIONS OF THE WEEK - 1. Piper/McMahon, WWF-SU: (RP) "What did you get for Father's Day, Vince?" (V) "Nothing yet." (RP) "Suggestion for your family, a new pair of underwear would be a good idea." 2. Piper, WWF-SU: "Is that Earthquake? No, that's Sherri." 3. Paul E., CLASH XV, to Hervey: "Are you up on pre-nuptial agreements?"

NICKNAMES OF THE WEEK - 1. AUDIO-BREATH (Heenan on McMahon). 2. HOGJAWS (Fuller on Prichard). 3. THE GOVERNOR OF USWA (St. John on Fuller). 4. ATOMIC MUTANT MEATBALL (Kirk Dredd on Axl Rotten) 5. STINKY STEVE (Dredd on Valentino).

BEST PICTURES - 1. CLASH XV, Paul E. coldcocking Hervey. 2. CLASH VI, Double flapjack on Tracy Smothers. 3. CLASH XV, Pistols/Zenk triple sunset flip. 4. CLASH XV, Pillman fly off top onto Arn. 5. CLASH XV, Air Pillman off El's shoulders. 6. PTW, Davey Boy shoving Heenan in dog wagon.

Verdict Decided

**GLOBAL FATE SETTLED
TUESDAY IN DALLAS**

DALLAS---At deadline, no contracts had still been signed but a meeting Tuesday in Dallas between Joe Pedicino, TV syndicator Max Andrews and investors sealed the fate of the launch of the Global Wrestling Federation and the future of daily wrestling on ESPN.

Pedicino flew to Dallas Tuesday morning to meet with Andrews and still was maintaining a news blackout on specifics of the proposed deal. The only other specifics MATWATCH has been able to determine is the contract had to be finalized this week because June 28, the first rounds of a summer-long ESPN tournament is scheduled to begin taping.

MATWATCH has learned that if the deal is cut, it will be a joint venture between Andrews, Pedicino and private investors other than Olu Oleyami, the original proposed financier of Global, who is now out of the picture.

JARRETT'S VIEW: Jerry Jarrett, whose USWA has held the ESPN and Andrews Syndication time slots for more than two years, was told of Andrews' plans last Monday and, while angry, has reportedly resigned himself to being out.

KNOCKSVILLE POLL: As of deadline, 106 had called to vote on the CLASH with 59% rating it good, 35% bad and 6% marginal or no opinion. Of interest, though, is more than half of those voting a positive gave it only a "marginal thumbs up."

JEANNIE'S DEBUT: No explanation why Jeannie Clarke was suddenly Steve Austin's manager Wednesday but Jeannie was given her plane ticket last Monday. The promotion was unhappy with Veronica but a plan considered to use Robin Smith in the valet role was scuttled.

STING ON ROSS: Jim Ross did a good job of carrying Sting along on *THE JIM ROSS SHOW* on WSB Sunday night but Steve Borden just doesn't seem at ease in those call-in situations.

KATZ'S RESPONSE: Saturday on *THE LARRY KATZ SHOW* in Baltimore, caller after caller (this is not just an insider's show) complained about the new WCW characters as being too WWF-ish and too awkward a mix with traditional WCW performers.

NATURE ANNOUNCER: Still unconfirmed---and if I can get with Mr. Herd this week, I'll ask---is a report on *THE LARRY KATZ SHOW* Dusty Rhodes wants Flair, when the BASH tour ends, to leave the ring and become Jim Ross' permanent partner at the color mike. I'm told Ric has at least heard of it.

FLAIRWATCH: Further, I've been told, again without confirmation from Herd, that details of Flair's contract extension through 1994---reported to all of us as settled late last year---were either never signed or finally negotiated and a window could still exist for him to leave in 1992.

HORNER EXITS: Tim Horner said goodbye to WCW last Monday. He was unhappy over his role, which was to have included 48 of the 54 BASH dates, virtually all in losing finishes. If Global is a go, expect Tim to sign there.

COULD IT BE?: A major, major name is being negotiated with to serve in a figurehead chief's role for a promotion but chances are slim of a deal being cut.

ANOTHER FISHING TRIP?: Sources tell us another well-known wrestling name is testing the waters for a possible TV executive's position.

TRIALWATCH: The steroid trial of Dr. George Zaharian in Harrisburg PA, which starts Monday, is one to watch. Reportedly Rick Martel, Danny Spivey, Superstar Graham and Roddy Piper will be called to testify. We're watching it here because an investigation has begun into alleged extensive steroid use by high school athletes in northeast Tennessee.

NO MORE GRUNT 'N' GRIN: Many thanks to Dave Meltzer for the get-well wish. And condolences on the loss of his column in *THE NATIONAL*, which folded last week. Dave said it was widely known the sports daily was losing a lot of money but few were aware the end was near. It lost an estimated \$100 million but I will miss it. I loved that paper and it was the only national publication with the guts to keep the dishonesty and poor ethics in pro wrestling at the forefront of the U.S.

SLAM COMING: This week, the *SUMMER SLAM* card should be out with the "wedding" of Randy Savage and Liz Poffo to be the topline, along with a reported tag match to blow off the Hulk Hogan-Sgt. Slaughter feud and likely turn Sarge back face.

OUT OF CONTROL: Eric Embry introduced a "Texas Chainsaw Massacre" character, Leatherface (and showed graphic clips from the original movie at 11 a.m. on WMC Saturday), to take on Jerry Lawler Monday night in Memphis. If Lawler won, he had three minutes with Embry.

ONE MORE COMMENT: Am I the only one, or is it beyond me what Jarrett sees in Embry? He's not even the kind of heel you want to see beaten...you just want to see him leave, as he has become the most overbearing performer on TV wrestling.

ALSO MONDAY IN MEMPHIS: Embry defended the Southern title vs. Pez Whatley; in a USWA vs. "Western States" tag title bout, Jeff Jarrett/Robert Fuller met newcomers Judge Dread and Samu (not of SST fame...mind you, it isn't the Western States HERITAGE tag title); Danny Davis vs. Chris Candido for the light heavy title; Tony Anthony vs. Tom Prichard; Bill Dundee vs. Ta-Gar; Eddie Gilbert vs. Carl Stiles; and in a kickboxing opener (they're groping), Bob Zabowski vs. Dong Cha Mang.

A.J. TURNS: In UIW's Rivera Beach Rumble Saturday night, Dixie Devastation went to a 2-3 fall draw vs. Lords of Darkness; in an Electric City cage match, Axl Rotten d. A.J. Fritzoid; and in a Chicago street fight, Steve Valentino d. Killerhit Kirk Dredd but Axl and A.J. were at ringside and Fritzoid attacked Dredd to turn heel and become "Badd Thing."

INVESTIGATION COMING: The Virginia Athletic Commission is investigating the falsifying of Derrick Dukes' record as 2-2 for his boxing match vs. Mark Gastineau. Dukes had never had a pro fight in his life.

SUNCOAST TOGETHER: Henry Raines tells me all cable and broadcast outlets carrying SUNCOAST PRO will have the same show in the same week beginning a week from Saturday.

DOC SAYS NO: Doctors kept me from attending the CLASH. We've been briefly hospitalized and are on medical leave.

MATWATCH

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CLASH: THE TV SHOW

(Continued from Page 2)

In the ring, is there anyone who is not constantly enthralled by the Steiners matches against Japanese teams? In addition, the Sting-Nikita Koloff match, aided by strong booking, was far superior to what most of us were predicting.

Minuses: technically, one incorrect super (Joey Maggs over Steve Austin) and Dan Bynum missed the finishing kick of Barry Windham on Brian Pillman (another one too short for the loser-

leave clause), though the rest of the production was solid, other than I still say crowds are poorly miked. And while we're headed for a summer of them, the Paul E.-Missy Hyatt bits need to end now. They've become overbearing and overexposed (and I'm not being cute or sexist with the last word).

KNOCKSVILLE, U.S.A. was not a bad show, nor was it a great one. It had its good moments. But it was a cluttered show. TBS would be wise to slash the number of bouts on CLASHes, perhaps add a couple of profile features as a change of pace to let shows breathe, and remember a key word---FOCUS. Don't put so much on the table we can't find our keys. For June 1991, that is my know-nothing-about-wrestling, journalism or television unprofessional opinion. Signed, Steve Beverly.

RATINGS RAP

WCW TAKES SCUBA DIP

CLASH OF THE CHAMPIONS, despite its low numbers, captured the weekly Nielsen cable ratings race for the week ending June 12. But the nosedive of WORLD CHAMPIONSHIP WRESTLING has reached alarming proportions.

WWF ALL-AMERICAN WRESTLING led the regular weekly series with a 2.8, up 22% over the previous edition. The WWF PRIME TIME edition featuring guest shots by the Berserker and Davey Boy Smith was up 4% to finish in the runner-up slot at 2.5.

But WCW's massive dip (33% over the June 3 edition) is not a cause for celebration in TBS circles and marks the fourth time in nine weeks the Saturday show has fallen under a 2 rating. The same week last year, WCW registered a 2.9 and 7.4% share. POWER HOUR also hit its 1991 low at 1.3, down 13%.

The only promise came with WCW MAIN EVENT's 2.3/5.8, up 4% in rating with its Flair/Anderson vs. Eaton/Pillman topline.

CABLE

Week Ending June 12	Rating/Share	Total Homes	Year Ago
WCW CLASH XV (TBS 6/12)	3.9/6.7	2.22 million	4.1/7.5
WWF ALL-AMERICAN (USA 6/9)	2.8/9.0	1.59 million	2.3/6.7
WWF PRIME TIME (USA 6/10)	2.6/4.2	1.47 million	3.1/5.1
WCW MAIN EVENT (TBS 6/9)	2.3/5.8	1.32 million	2.8/6.2
WCW WORLD CHMPSP (TBS 6/8)	1.6/4.6	915,000	2.9/7.4
WCW POWER HOUR (TBS 6/8)	1.3/5.9	754,000	1.4/3.4

MORE MATWATCHING

CONGRATS: To Scott and Deborah Hudson on their marriage. Scott's WWEU-TV seg this week centered on Boni Blackstone uncovering Scott and Sammy Kent had held a bachelor party for Scott, despite Sammy's denials.

VIOLATIONS

(Continued from Page 4)

DREADED GLITCH AWARDS - 1. CLASH XV, spelling Terrence Taylor "TERRANCE." 2. CLASH XV, for supering Jumpin' Joey Maggs over Steve Austin.

OOPS AWARD - Dan Bynum, CLASH XV, for missing finishing move of Windham on Pillman until slo-mo replay.

BLOOPER AWARDS - 1. St. John, USWA, for calling Robert Fuller "Prichard." 2. St. John, USWA: "Dr. Tom PREACHER." 3. Dredd, UIW: "Axl ROSE."

ALL-CLICHE TEAM - 1. Flair, PH: "...to be the man, you've gotta beat the man." 2. Ross, WCW: "...fight fire with fire." 3. Page, WCW PRO: "...something Ajax won't take off."

4. Dave the Wave, UIW: "...like a house of fire." 5. Reggie Royce, UIW: "...not the size of the man in the fight but the size of the fight in the man."

BOO AWARDS - 1. Eric Embry, WMC, for showing "Chainsaw Massacre" clip & for just being Eric. 2. Dave the Wave, UIW, for missing Golden Phoenix's pinfall.

LATE NOTES

Boris Malenko's UWF drew 900 in Seminole FL Saturday night. Dean Malenko won the main event....Eddy Mansfield's International Wrestling Federation taped five hours of TV Saturday before a sellout 600 at Universal Studios in Orlando. Cliff Anderson "held onto" the IWF TV title, The Operators "kept" the IWF U.S. tag belts and Mondo Caine the IWF title....At the L.I.W.A. confab in Vegas Friday, Moolah kept her "woman's world" title vs. Patty Mercer.

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